Automotive News

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GM puts Stempel in industry's toughest job

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The ascension of Robert C. Stempel to chairman of General Motors gives him the chance to be the most powerful GM chief executive in 30 years.

The new chief executive officer won't even have a chief operating officer behind him when he takes over Aug. 1.

Faced with the likelihood of difficult labor negotiations and with the launch of the brand-new Saturn car in his first months on the job, Stempel will need a strong power base.

Last week, he reiterated GM's goal to regain a 40 percent share of the U.S. car market. He plans to do that with the current GM executive team, minus only Chairman Roger B. Smith, who retires July 31.

Dealers happy about 'car guys,' Page 7

GM had 34.83 percent of the new-car market last year, down from 46.41 percent in 1980.

In the new team, only Stempel's job really changes. The other executives who will report to Stempel retain their current duties.

Lloyd Reuss, who was considered by many to be out of the running for a top job, was named president, in charge of North American automotive operations. But for the first time in 32 years, the president's job will not carry the clear No. 2 designation of chief operating officer.

All but one member of the top management team report to Stempel. William E. Hoglund, who remains executive vice president in charge of component operations, will report to Reuss.

Two other top executives — John F. "Jack" Smith Jr. and Robert J. Schultz — were promoted to vice chairman while retaining their current responsibilities. By carrying the same top executives who have served him and Roger Smith, Stempel leads a familiar team into battle against a familiar set of problems.

His first dramatic problem will come during his first seven weeks as chairman: GM's three-year contract with the UAW expires Sept. 14. While all analysts predict that Stempel will have to close some under-used plants, the UAW will insist on job security in negotiating a new contract.

At the same time, Stempel must oversee the Saturn launch next fall. Saturn Corp., GM's start-from-scratch car company, puts its first product on sale in November.

Stempel said Saturn will move ahead as envisioned as a separate GM division with a separate dealer network despite speculation that Saturn could undergo massive change when its father, Roger Smith, retires.

When asked last week if Saturn cars might be sold through other GM dealerships a year from now, Stempel sternly replied: "Just let us get the car launched and have people beating our doors down to buy them."

Stempel must also reverse GM's decline in U.S. market share, raise manufacturing quality and slash costs. Analysts say that besides closing plants, he will have to cut deeper into the salaried ranks.

Under Roger Smith, GM spent heavily on automation but remained a high-cost producer.

Stempel's supporters hope the new chairman will act boldly, as he did in previous GM jobs. As Pontiac general manager (1978-80), he initiated the design work on the innovative Fiero, a two-seat plastic-bodied car. Stempel is credited with laying the foundation for the dramatic turnaround of GM's fortunes in Europe when he headed Opel from 1980 to 1984.

GM employees, dealers and man-

see GM, page 4

GLENN TIMEST

GM executives Robert J. Schultz, Lloyd Reuss, Roger B. Smith, Robert C. Stempel and John F. Smith Jr. field questions at Tuesday's press conference.

Cherokee value model aimed at new rivals

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. will introduce a "value" model of the Jeep Cherokee in the 1991 model year to battle new competition in the sport-utility market.

The high-volume model will carry a range of standard equipment and is designed to offset Chrysler's vulnerability at the lower end of the compact sport-utility market.

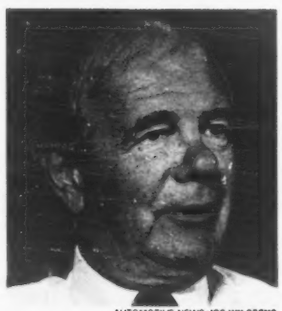
Chrysler insists the model will not be a price leader or a stripped version of the Cherokee.

In addition, 1991 Cherokee models will be powered by a higher output version of the vehicle's 4-liter six-cylinder engine, and high-end Cherokee models will get cosmetic enhancements.

A new Jeep Cherokee advertising campaign that more strongly emphasizes the vehicle's product attributes will break in May.

Chrysler's moves come as the competition in the compact sport-utility market has intensified.

see JEEP, page 20



AUTOMOTIVE NEWS/JOE WILSSENS

Bidwell: It will be a dogfight.

Publicity photo from Citroen shows the four-door XM.

Citroen plans U.S. return with luxury XM

By Jim Henry and Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTERS

France's Citroen plans to return to the American market, where it last sold cars in 1974.

Automobiles Citroen will launch a U.S. version of its luxury four-door XM hatchback by about the 1992 model year. The car will be on display at the New York auto show, which opens Saturday.

The U.S. XM is likely to be based on the European version with a 170-horsepower V-6 engine.

The XM announcement was imprecise on the car's introduction date. A statement from Citroen Cars Co. U.S.A. said: "It is unlikely that the U.S. model XM will be built before the 1992 model year."

Citroen Cars Co. will initially operate from the offices of Peugeot Motors of America in Lyndhurst, N.J. Automobiles Peugeot and Automobiles Citroen are members of the Peugeot S.A. group of France.

The front-drive XM, introduced last year in March and voted 1989 European Car of the Year by European journalists, shares a platform with the Peugeot 605 sedan.

The U.S. introduction of the 605 is also expected "not before the 1992 model year," according to a spokesperson for Peugeot Motors of America.

see CITROEN, page 55

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tern Europe rush

ocracy in Eastern Europe has generated the biggest spate of motive joint ventures in years. Reports from Poland, Czechoslovakia East Germany appear on Page 16.

Japan workers unhappy with 6% raise

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — The Japan Auto Workers last week settled for what union representatives called a "disappointing" 5.99 percent average wage hike. It means workers will get about $89 more a month.

The industry has a severe labor shortage. Most plants are operating at full capacity with heavy overtime, and most of the companies are rich after several years of record profits. But those factors had little effect on the settlement.

The recent fall in the stock market and the weakening yen proved too overwhelming. The timing of negotiations, just as the stock market was coming apart, was "unlucky," a union official said.

Last year, the union won an average increase of 5.13 percent from the 11 car and truck manufacturers.

The union sought an 8 percent hike this year. But Eiji Suzuki, president of the Japan Federation of Employers Associations, called 8 percent inflationary and insisted that the increase should be less than 6 percent.

That view was sustained despite strenuous efforts by the union to push past 6 percent. "The 6 percent barrier was a lot tougher than the Berlin Wall," said Takeo Kitamura, assistant director of the International Division of the Japan Auto Workers.

Toyota Motor Corp. was the focus of this year's negotiations. It set the tone for the automakers and for other manufacturing industries. Toyota's final offer was an increase of 15,300 yen ($97) a month, which was a raise of 5.9 percent.

Nissan Motor Co. Ltd. and Honda Motor Co. followed Toyota's lead and settled for 100 yen less. The average increase for the industry was 14,117 yen ($89), making average pay base 236,031 ($1,493) a month, excluding benefits. That is $17,193 a year. Including bonus, which last year averaged 5½ months' pay, the average annual pay is $26,127.

With its strong financial position, Toyota could have offered more, but it had to consider social pressures to keep in line with other companies, said labor specialist Haruo Shimada of Keio University. "The Toyota union knew that," he said.

The head of the Toyota union reportedly complained that it was difficult to push for a higher wage with the eyes of the public focused on his union.

But factory workers who live in rural areas and tend to own homes are comparatively well off, according to Shimada. Those suffering are the white-collar workers who have to cope with enormous land prices in Tokyo, he said.

This year, the union did not negotiate for fewer hours, despite heavy overtime, which amounted to 6.5 hours a week in 1988 and was much higher last year.

But the union did get all companies to agree to a standard 15 paid vacation days after one year of work up to a maximum of 20 days.

Workers have been taking, on average, fewer than 10 days a year regardless of the number to which they are entitled.

The union asked each company to set up a system in which a worker would feel comfortable taking three consecutive days off. That would mean organizing shifts so single workers would not be leaving their work station unattended.

Most companies agreed, although a timetable to start such a program and ways to implement it were left for further discussion.

Europeans hike prices in Japan as yen declines

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Many analysts are forecasting that the yen, which began the year at 145 to the U.S. dollar, will stay at around 160 to 170 to the dollar for the rest of the year.

The "falling" of the yen, wherein it takes more yen to equal one dollar, makes exports somewhat cheaper for Japanese companies, but also increases the cost of imported raw materials and finished goods such as new cars from Europe and the United States.

There will likely be a delay before the real effects of the yen's decline are noticed.

For example, the Japanese automakers' next six-month

see YEN, page 55

Buick racing: Winning on Monday, even when Sunday ends up a loser

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — When Buick goes racing, it does so unlike any other General Motors division. For Buick, racing is a marketing effort, not primarily an engineering exercise.

Essentially, Buick's Motorsports Competition Program is a group of race engine developers whose job is to sell production cars.

"The biggest, most important reason (why we race) is that dealers can sell cars when we are racing," said Joseph M. Negri, manager of Buick Special Products.

"It is said that you win on Sunday and sell on Monday. I believe you don't have to win on Sunday to sell on Monday — you have to be competitive, and that has an effect on sales. That doesn't mean we don't want to win — that is our goal. But our presence in racing helps our (production-car) sales, and that's why we do it," he said.

Selling cars is the ultimate goal at GM's other divisions — as well as other companies — that compete in motorsports. But spokespersons at Chevrolet, Pontiac and Oldsmobile said their programs are driven — and funded — by both their engineering and marketing departments.

That is not the case with Buick. Negri said his Motorsports Competition Programs are funded 100 percent by Buick's marketing department. He estimated that equals 5 to 10 percent of the division's total marketing budget.

Buick would not be racing were it not for a question posed by then-General Manager Lloyd Reuss in 1981 — a question born in engineering. Reuss asked if Buick could be competitive at the Indianapolis 500 with a stock-block push-rod V-6 powerplant in an effort to prove the engine's power and reliability.

It appears to have been a question well worth asking. Last year, competing in NASCAR, Championship Auto Racing Teams Inc. Indy cars and International Motor Sports Association Inc.'s Camel Light series, Buick-powered cars

see BUICK, page 38

Joseph Negri, manager of Buick Special Products, believes the division's V-6 racing engine helps boost passenger-car sales even if it doesn't always get the checkered flag first.

AUTOMOTIVE NEWS/JOE WILSSENS

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Mercedes, Buick, Toyota rated most dependable of '85 cars

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

More than a dozen makes scored well in the new J.D. Power and Associates 1990 Vehicle Dependability Index of 1985 Model Year Cars. But most of those manufacturers won't be flaunting their rankings in upcoming advertising.

In fact, only four advertising claims are likely to result from the survey.

They are:

- Mercedes-Benz: No. 1 in vehicle dependability for 1985 models.
- Buick, highest-ranking domestic brand in vehicle dependability for 1985 models.
- Toyota, highest-ranking Asian brand in vehicle dependability for 1985s.
- General Motors, highest-ranking domestic manufacturer in vehicle dependability for 1985 models.

J.D. Power Dependability Index

Rank	Brand	Index
1	Mercedes-Benz	149
2	Toyota	143
3	Honda	137
4	Buick	133
5	Cadillac	121
6 (tie)	BMW	120
6 (tie)	Porsche	120
8	Lincoln	116
9	Oldsmobile	105
10	Mercury	104
11	Mazda	103
12	Pontiac	100
Industry average		100

Survey rated 1985 model year cars

Power restricts advertising use of its survey results to the top-rated makes in those four categories.

Last fall, Power announced that it is drawing a tighter framework around its advertising policy as a result of the increasing number of Power survey references in advertising.

Patricia Patano, director of marketing and special projects at the Agoura Hills, Calif., research firm, said the purpose of the index and other Power surveys is to give manufacturers voice-of-consumer facts, not to help them in advertising.

"You could take any one study and have every manufacturer be No. 1 in something," said Patano. "If the consumer can't differentiate, ultimately, no one wins."

The first-time index surveyed people who had owned their 1985 cars from the time they were new until 1989. They were asked about problems they had encountered in the last year, the actual vs. the expected durability of various components, the replacement levels for specific parts and the warranty work required.

Asian makes scored 104 as a group, besting their domestic counterparts, which scored a collective 99, and the Europeans makes, which scored a collective 97.

Still, European-bult Mercedes-Benz led the pack with a score of 149, followed by Toyota with 143 and Honda with 137.

With four of GM's five divisions placing above industry average, its corporate score was 111.

Ford Motor Co. received an overall score of 104.

Power, which has a policy of not releasing information about manufacturers that scored poorly in its surveys, did not mention Chrysler in its dependability index.

Service, dealers core of new GMC line

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

JANESVILLE, Wis. — Way back when its new medium-duty trucks were still on the drawing board, GMC Truck Division set out to design the service support and the service network it would need to assure total customer satisfaction.

According to Donald S. Kane, GMC general service manager, the service program evolved from five strategies — one-stop service, a certified service network, parts support, service for the Caterpillar 3116 engine and owner protection.

Service readiness began with the design of serviceability features into the GMC TopKick/Chevrolet Kodiak and continued through the preparation of the service requirements, Kane told the press during a visit to the plant where the new trucks are assembled.

"To provide the right product support and service readiness," Kane said, "we stepped back and took a new look at the medium-duty truck market."

The first step, he said, was to go to customers, dealers and the dealer council for feedback on their requirements and to determine what one-stop service and customer satisfaction really mean to truck owners and customers.

"What we learned wasn't surprising," Kane said. "Everyone agreed customers don't want to go one place for an engine repair and another for a maintenance procedure or other service requirement.

"They want a dealer committed to customer satisfaction long after the sale. They want to rely on one experienced professional TopKick and Kodiak dealer, or a network of such dealers."

With that in mind, Kane said, GMC set out to formulate a plan — "one that involved training personnel, providing sufficient information, the right tools and equipment and the proper parts and material, all designed to result in maximum uptime for the trucks and a new, proud, true service network of TopKick/Kodiak one-stop customer service."

Kane said the new network is fully certified to do what it takes to assure customer satisfaction.

"It really is a new service culture at General Motors medium trucks," Kane said. "Our new, smaller, leaner and tougher core of dealers (from 7,500 in 1984 to 700 today) sit on a solid financial platform with a desire and an interest to be in this business."

To support dealers, he said, GMC is putting its people, resources, system and program behind them to provide "frontline technology so that our dealers continue to share in GM's diagnostic leadership."

Those capabilities range from the electronic control module on gasoline engines to the vehicle service monitor that records data for analysis by an on-the-phone factory analyst — a first, Kane said, in the medium-truck industry.

He said the division's service parts system, assisted by General Motors' Service Parts Operation, has committed "to being the best in the parts service in the industry."

"That means assuring that all parts are readily available and that parts pricing is competitive in the marketplace," Kane said.

Dealers, he said, meet parts stocking levels determined by their market area, but if the part is not on the shelf, next-day delivery will be a standard factor of the system.

He said dealers are committed to full service on the Caterpillar 3116 diesel engine, with backup parts and service support.

The warranty, Kane said, is the final ingredient in GMC's program to assure customer satisfaction.

"Our basic warranty backs the TopKick and Kodiak for 24 months, unlimited mileage," he said. "The domestic competition goes half of that."

The warranty on the new electronic-fuel-injection gasoline engine is 24 months/unlimited mileage with no prorating. The Caterpillar 3116 diesel is warranted for 36 months/150,000 miles.

Cab corrosion is warranted for 60 months/unlimited mileage, and frame rails also carry a 60-month/unlimited-mileage warranty.

For further protection beyond the warranty, a full GM Protection Plan is available on the total vehicle and gas and diesel engines. If only the diesel engine protection is requested, the Caterpillar extended service coverage program is available. Those plans cover five to six years and up to 200,000 miles.

SERVICE INDEX 113.6*

	Feb., '90 vs. Feb., '89	Jan.-Feb., '90 vs. Jan.-Feb., '89
Gross Profit on All Labor and P&A Sales	+13.4%	+12.0%
Repair Orders Written	+ 0.1%	+ 1.1%
Total Labor Sales (Customer & Warranty)	+ 5.0%	+ 6.5%
Shop Parts Sales (Customer & Warranty)	+12.0%	+ 9.7%
Sales of All P&A	+15.0%	+13.1%

* Survey by Automotive News shows that dealers' service and parts business in February 1990 was 113.6 percent of business in February 1989. Service business in the first 2 months of 1990 was 112.9 percent of business in the corresponding period in 1989.

Service Index rises 1.3%

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

New-car dealers' service and parts business continued its roll in February by topping the increase achieved in January by 1.3 percentage points, according to the Automotive News Service Index.

February's shop volume amounted to 113.6 percent of the volume recorded by dealers in February 1989. January's volume was 112.3 percent of the business reported in January 1989.

February also marked the first time since last May that all five indicators in the Service Index showed increases. Some dealers attributed the good showing to increased vehicle sales in 1989. Others noted hourly rate increases for warranty and service work.

The No. 1 indicator in February was sales of all parts and accessories, which recorded an increase of 15.0 percent over year-ago sales.

The runner-up was gross profit on all labor, parts and accessory sales — dealers' most important indicator. Profits rose 13.4 percent.

Shop parts sales, used on both customer-paid and warranty repairs, jumped 12.0 percent. Total labor sales (customer-paid and warranty) were up 5 percent over 1989 volume. Repair orders written were up 0.1 percent in February.

Service Index figures are averages compiled from shop operations reports on a sampling of the nation's new-car dealerships.

Poling sets tone as Ford opens pre-delivery center

MIRA LOMA, Calif. — Harold Poling, Ford Motor Co. chairman, formally opened a new pre-delivery center here by driving a 1990 Lincoln Town Car onto the line for servicing.

The Town Car was the 1.5-millionth vehicle processed by the Los Angeles-area center of Predelivery Service Corp., a wholly owned Ford subsidiary. The corporation also operates centers in San Francisco and Baltimore.

The 69,000-square-foot facility will prepare more than 100,000 new vehicles annually for delivery to Southern California Ford and Lincoln-Mercury dealers.

New cars and trucks from Ford plants in the United States and Mexico are inspected, road tested and cleaned at the center to ensure that they are customer-ready before being shipped to dealers, said Bob Garber, manager of the center.

A 35-item pre-delivery checklist includes everything from body appearance to emissions controls and driveability, Garber said. The center also stores vehicles for dealers, alleviating a space crunch created by escalating real estate prices.

By turning time-intensive vehicle prep work over to specialists, dealerships free technicians for service department workloads.

Approximately 45 percent of Southern California's 156 Ford and L-M dealers use the pre-delivery service to process their new vehicles, paying fees ranging from $60 for an Escort to $90 for a Town Car. The other dealers handle their own pre-delivery work.

"A quality product is just the first step," Poling told 300 employees, dealers and guests at the center's dedication. "Beyond that, to truly satisfy our customers, we also must provide quality care after the product leaves the factory."

Jim Burke, owner of Jim Burke Ford and Jim Burke Lincoln-Mercury in Bakersfield, Calif., said the services provided enable him to maintain high quality control.

"Without proper prep, we could never meet customer expectations," Burke said. "Preparation is the key to getting the customer relationship started right."

Lee Miskowski, general manager of Ford Parts and Service Division, agreed. "A customer's first experience with his or her new vehicle is one of the most critical moments in the dealer-customer relationship," he said.

"Making sure that the vehicles are prepared with kid gloves is one of the most critical things we can do to achieve our company goal of having the world's most satisfied customers."

Cutting the cake at the opening of Ford's new pre-delivery center are, from left: Lee Miskowski, general manager of Ford Parts and Service Division; Bob Garber, manager of the center; and Harold Poling, Ford chairman.

Allstate database uses non-OEM parts

NORTHBROOK, Ill. — Allstate Insurance Co. said it has expanded its claims estimating to include a database with one of the largest selections of original-equipment-manufacturer and non-OEM aftermarket automotive parts.

Allstate said the system will increase use of non-OEM automotive parts to repair damaged vehicles. Similar databases with different criteria for usage are being used by some 50 other insurers to estimate claims, according to a spokesman for Automatic Data Processing of San Ramon, Calif., the database supplier.

"We've always advocated the use of these (non-OEM) parts as a means to control claim costs," said Bill Tortorello, director of auto claims for Allstate. "Our move is an aggressive step toward increasing this usage."

SERVICE BRIEFS

Trouble shoot under way

ORLANDO, Fla. — Nearly 7,500 students are competing for more than $1.5 million in scholarships and prizes in state competitions in the 1990 Plymouth-American Automobile Association Trouble Shooting Contest.

The state contests, which started with 1,860 high school and vocational school programs, will trim the field to 50 teams for the June 18 finals in Washington.

Said to be the world's largest high school automotive technicians' competition, the program is designed to encourage students to pursue auto service careers.

Tire hall seeks nominees

WASHINGTON — The Tire Industry Hall of Fame Committee is soliciting nominations for 1990.

The Hall of Fame honors individuals who played a significant role in the growth and development of the tire industry. Nominees are drawn from all facets of the industry. Names should be submitted by May 1 to the National Tire Dealers and Retreaders Association at (800) 87-NTDRA.

Certification test offered

WHITTIER, Calif. — The Auto International Association has announced the Import Parts Certification Program for specialists in the import-vehicle service profession.

Essentially designed for countermen, the certification program is available to anyone who deals in import parts, including technicians, service writers and those in related fields of responsibility, according to the association.

Dick Wells, the association's national director, said anyone in the import parts field can enroll as a participant, take the test and receive certification after successfully completing the test.

Chrysler joins fast lube

HIGHLAND PARK, Mich. — Mopar Xpress Lube, a quick oil and filter change service, will be introduced by Chrysler Corp. dealers in 25 service zones starting July 31.

According to Ted R. Cunningham, vice president of Service and Parts Operations, dealers participating in the program will offer a complete oil and filter change in 30 minutes or the service is free.

Dealers will dedicate a bay in their service department to the program and maintain separate, specially trained personnel who will perform the service.

Participating dealerships will use Mopar oil and filters and will be identified with signs.

AROUND THE WORLD

Lexus automation has pros and cons

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Automation on the line that produces Toyota Motor Corp.'s Lexus LS400 does not reduce manpower or costs, does not increase speed and adds little to efficiency.

The most obvious and advanced automation applied to the line is there to make better parts — not to change the production system.

Ichiro Suzuki, Lexus chief engineer, said that when he was considering automation for Lexus, he thought of components first.

"I wanted higher precision parts," he said. Body assembly automation could come later, with more volume, he explained.

While most Japanese makers, Toyota included, are increasing automation on final assembly up to 30 percent, largely to compensate for a labor shortage, the Lexus line has taken a different tack.

The new body shop at the Tahara plant is notable for its wealth of quality control equipment. A laser-equipped robot brazes and grinds joints where the roof and rear panel meet. An inline, 3-dimensional measuring machine checks one of every 30 cylinder blocks. Gauges measure engine parts performance once every two hours. Two separate final assembly lines measure all units for noise and vibration.

But all the inspections mean a production rate of one every four minutes for Lexus compared with the usual one a minute on most Toyota lines. There are 10 percent more inspectors on the Lexus line. The process takes three to four times longer. And the cost is 50 percent higher than for the Crown, the previous top-line model.

Setsuro Sekiya, general manager at Tahara, said the company is putting more into Lexus. At the same time, he said, it is trying to reduce costs. A substantial part of the extra 50 percent in costs is in the inspection area, he said. Sekiya suggested that maybe next time the engineers could offer a car that is easier to produce.

The Tahara plant is also starting to apply systems to control quality in final assembly. It has adopted an automatically controlled identity tag that turns on a work station signal light to enable workers to select correct parts.

Toyota is also applying a new assembly line control system for greater production flexibility and to shorten lead time between dealer and plant. It has been introduced at Tahara and will be expanded to other plants.

Under the new system, orders can be accepted up to three days before production instead of four, said Shionoya Masaru, general manager for information systems.

Lexus inspection costs run about 50 percent higher than on Toyota's Crown.

European sales pace slows, but still tops '89

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — European new-car sales leveled off in February but still topped last year's total.

February sales were 1,088,100, an increase of 0.6 percent. For the first two months of this year, the total was 2,358,800, a gain of 1.8 percent over 1989, according to industry estimates compiled by *Automotive News*.

The Fiat Auto S.p.A. group clung to first place in the two-month period. Italy was the largest national market.

New-car sales in Western Europe have been growing despite expectations of a downturn for more than two years. But the momentum appears to be slowing.

The biggest falloff in February was in the United Kingdom, where rising interest rates were blamed for a 11.8 percent drop to 167,400. Sales were down 8.8 percent to 373,800 in the first two months.

Spain, the fifth-largest market, was off 11.6 percent to 162,500 after two months, but the Italian, West German and French markets recorded year-to-date increases. Italian sales were up 0.9 percent to 481,000; Germany's increased 8.7 percent to 436,300; and France's climbed 13.3 percent to 426,700.

Fiat, including Lancia and Alfa Romeo, was the two-month leader, following a 4.1 percent February increase to 171,100 units. But two-month sales were down 4.2 percent to 374,400, equal to a 15.9 percent European market share.

Volkswagen AG group sales, comprising VW, Audi and Seat, rose 5 percent to 164,400 in February and 7.7 percent for the year to 341,100, a 14.5 percent share.

Peugeot S.A., including Automobiles Peugeot and Automobiles Citroen, edged upward by just under 1 percent in February to 145,500. After two months, the group was down less than 1 percent to 316,600, a 13.4 percent share.

Among the rest of Europe's big six makers, GM held an 11.1 percent share after two months on sales of 262,700, a 4.9 percent increase. Regie Nationales des Usines Renault had 10.9 percent of the market on sales of 257,700, a year-to-year gain of 9.7 percent. Ford Motor Co., with sales of 257,600, had 10.9 percent of the market and was down 0.8 percent in volume.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	2 Months 1990	Pct. change vs. 1989
Italy	481,000	+ 0.9
Germany	436,300	+ 8.7
France	426,700	+13.3
United Kingdom	373,800	- 8.8
Spain	162,500	-11.6
Netherlands	125,700	+ 5.0
Belgium-Luxembourg	102,500	+18.7
Switzerland	52,100	+ 1.3
Austria	46,400	+ 9.7
Sweden	42,300	- 6.0
Portugal	29,300	-21.1
Finland	24,700	-35.0
Ireland	19,800	+13.3
Denmark	13,500	+ 5.7
Greece	11,900	+ 3.8
Norway	10,300	+31.4
Total	2,358,800	+ 1.8

EUROPEAN SALES

Manufacturer	2 Months 1990	1990 share*	2 Months 1989	Volume change '90 vs. '89
Fiat Auto**	374,400	15.9	390,800	- 4.2
Volkswagen	341,000	14.5	316,700	+ 7.7
Peugeot S.A.***	316,600	13.4	318,400	- 0.6
General Motors****	262,700	11.1	250,500	+ 4.9
Renault	257,700	10.9	234,900	+ 9.7
Ford	257,600	10.9	259,700	- 0.8
Mercedes-Benz	78,000	3.3	76,700	+ 1.7
Rover	70,100	3.0	73,000	- 4.0
BMW	63,800	2.7	66,000	- 3.3
Nissan	59,100	2.5	62,100	- 4.8
Toyota	53,100	2.3	50,500	+ 5.1
Volvo	46,700	2.0	49,500	- 5.7
Mazda	40,600	1.7	34,800	+16.7
Mitsubishi	26,700	1.1	25,400	+ 5.1
Honda	23,200	1.0	18,900	+22.8
Lada	15,700	0.7	19,800	-20.7
Suzuki	14,900	0.6	14,200	+ 4.9
Saab	10,500	0.4	12,100	-13.2
Subaru	8,200	0.3	8,500	- 3.5
Daihatsu	6,800	0.3	7,400	- 8.1
Others	31,400	1.3	27,900	+ 1.3
Total	2,358,800	100.0	2,317,800	+ 1.8

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
***Peugeot, Citroen, Talbot
****Opel, Vauxhall, Isuzu, GM U.S./Canada

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SALES

DOMESTIC CAR SALES, MARCH

	Mar. 21 to Mar. 31, 1990	Same Period, 1989	Mar 1990	Same Month, 1989	Jan. 1 to Mar. 31, 1990	Same Period, 1989
Talon	957	0	1,914	0	6,715	0
Premier	539	1,884	1,200	4,936	3,942	11,154
Total Eagle	**1,496**	**1,884**	**3,114**	**4,936**	**10,657**	**11,154**
Horizon	957	1,072	2,133	2,555	6,626	7,768
Laser	1,822	666	3,879	1,424	13,066	2,786
Sundance	2,182	2,799	5,321	6,797	14,022	20,166
Reliant	177	1,405	420	3,309	1,560	9,838
Acclaim	3,348	3,197	8,598	7,380	25,929	13,632
Caravelle	0	40	0	95	0	319
Gran Fury	0	39	0	166	0	1,007
Total Plymouth	**8,486**	**9,218**	**20,351**	**21,726**	**61,203**	**55,516**
LeBaron A	1,060	43	2,129	121	3,240	398
LeBaron J	1,931	3,113	4,670	7,019	13,726	20,086
LeBaron GTS	78	193	177	489	621	1,511
Fifth Avenue (rwd)	40	775	90	1,656	438	4,199
Fifth Avenue (fwd)	1,208	0	2,789	0	9,243	0
Imperial	687	0	1,224	0	3,384	0
New Yorker C	1,367	3,707	3,175	8,453	9,620	25,962
New Yorker E	0	12	0	25	0	61
Total Chrysler	**6,371**	**7,843**	**14,254**	**17,763**	**40,272**	**52,217**
Omni	939	1,054	2,245	2,536	6,555	7,689
Shadow	2,448	2,938	5,772	7,139	16,580	20,293
Monaco	140	0	264	0	601	0
Daytona	1,316	3,792	3,016	7,474	8,893	16,696
Aries	116	1,278	353	3,138	1,220	9,561
Lancer	46	111	118	287	509	924
Spirit	2,498	2,521	7,240	5,969	22,425	12,477
Diplomat	0	99	0	302	0	1,576
Dynasty	3,192	4,670	8,637	12,142	25,964	30,894
Dodge 600	0	36	0	92	0	304
Total Dodge	**10,695**	**16,499**	**27,645**	**39,079**	**82,747**	**100,414**
CHRYSLER MOTORS	**27,048**	**35,444**	**65,364**	**83,504**	**194,879**	**219,301**
Escort	9,821	11,755	23,417	28,649	66,883	87,918
Mustang	4,853	7,209	11,592	17,319	30,478	46,414
Tempo	8,358	8,914	21,533	19,451	62,006	59,783
Taurus	12,665	12,707	29,184	30,313	84,372	83,275
Thunderbird	4,299	4,438	10,921	13,061	27,923	30,392
Probe	4,055	4,438	9,744	10,879	27,893	29,930
Crown Victoria	4,228	4,631	9,649	10,017	26,794	25,480
Total Ford Div.	**48,279**	**54,092**	**116,040**	**129,689**	**326,349**	**363,192**
Topaz	3,047	3,700	7,099	8,713	20,047	23,810
Sable	4,018	4,568	9,148	9,902	25,548	25,907
Cougar	3,773	4,197	8,349	11,457	20,077	24,882
Grand Marquis	4,050	4,102	9,303	9,997	26,281	26,869
Total Mercury	**14,888**	**167,567**	**33,899**	**40,069**	**91,953**	**109,435**
Continental	2,464	2,065	6,341	5,184	18,407	14,507
Town Car	7,311	4,381	15,989	9,866	37,537	25,750
Mark VII	857	1,164	2,216	2,556	6,734	6,277
Total Lincoln	**10,632**	**7,610**	**24,546**	**17,606**	**62,678**	**46,534**
Total L-M Div.	**25,520**	**24,177**	**58,445**	**57,675**	**154,631**	**155,969**
FORD MOTOR CO.	**73,799**	**78,269**	**174,485**	**187,364**	**480,980**	**519,161**
Skyhawk	38	832	108	1,999	458	4,916
Somerset/Skylark	3,868	2,494	8,258	5,777	26,144	13,625
Century	4,912	5,655	10,629	12,201	30,950	34,978
Regal	1,901	3,088	4,510	6,914	13,342	19,306
LeSabre	7,085	5,031	15,492	10,299	38,203	26,309
Reatta	223	305	643	689	1,620	1,669
Electra	1,565	3,157	4,019	7,376	15,336	19,243
Riviera	885	767	2,015	1,738	4,857	4,391
Total Buick	**20,477**	**21,329**	**45,674**	**46,993**	**130,910**	**124,437**
Cimarron	0	13	0	48	0	212
Allante	141	140	289	331	835	823
Seville	1,585	1,331	3,333	2,547	7,696	6,030
DeVille	9,613	5,482	17,955	14,615	46,078	41,055
Brougham	2,142	1,768	3,985	3,932	9,240	9,155
Eldorado	1,102	1,633	2,214	3,516	5,658	8,030
Total Cadillac	**14,583**	**10,367**	**27,776**	**24,989**	**69,507**	**65,305**
Geo Prizm/Nova	5,127	1,431	10,742	3,673	28,904	10,861
Cavalier	12,455	10,161	29,440	26,262	77,009	72,862
Camaro	2,886	3,803	6,739	9,417	17,255	24,705
Celebrity	1,086	7,926	2,697	21,806	7,827	56,956
Corsica/Beretta	9,658	13,294	27,489	35,861	80,018	86,767
Lumina/Monte Carlo	8,983	0	20,828	132	57,389	858
Caprice	6,912	5,662	16,297	14,720	35,130	34,558
Corvette	900	692	1,995	1,776	5,095	4,337
Total Chevrolet	48,007	42,969	116,227	113,647	308,627	291,904
Firenza	0	2	0	2	0	8
Calais	4,326	3,395	9,350	7,683	24,410	21,741
Cutlass Ciera	4,868	6,743	11,656	16,052	32,456	48,757
Cutlass Supreme	4,842	2,994	11,001	6,403	32,033	27,446
88	3,588	5,517	9,390	12,828	27,608	34,954
98	2,008	3,064	4,613	6,829	12,211	17,402
Toronado	605	322	1,442	765	3,435	2,209
Total Oldsmobile	**20,237**	**22,037**	**47,452**	**50,562**	**132,153**	**152,517**
Fiero	0	162	0	346	0	937
Sunbird	3,556	3,868	8,341	8,665	26,435	20,337
Firebird	1,426	3,362	3,380	7,132	9,278	14,024
Grand Am	8,387	6,561	16,003	16,664	46,295	48,562
Pontiac 6000	2,307	2,631	5,239	6,644	13,859	17,546
Grand Prix	4,998	4,819	10,392	12,111	26,757	36,450
Bonneville H	2,375	3,344	5,285	8,381	17,422	22,051
Safari/Parisienne	0	141	0	393	0	986
Total Pontiac	**23,050**	**24,888**	**48,640**	**60,336**	**140,046**	**160,893**
GENERAL MOTORS	**126,354**	**121,590**	**285,769**	**296,527**	**781,243**	**795,056**
HONDA	**20,792**	**15,993**	**39,519**	**33,810**	**104,868**	**83,834**
Civic	8,241	6,666	15,736	14,809	43,065	37,987
Accord	12,551	9,327	23,783	19,001	61,803	45,847
MAZDA	**7,271**	**2,891**	**11,195**	**5,142**	**19,924**	**10,677**
MITSUBISHI	**2,329**	**838**	**4,719**	**1,831**	**13,192**	**3,878**
NISSAN	**4,902**	**5,789**	**9,381**	**10,374**	**22,221**	**27,089**
TOYOTA	**16,847**	**9,201**	**32,224**	**16,078**	**81,413**	**38,243**
SUBARU	**193**	**0**	**293**	**0**	**380**	**0**
DOMESTIC TOTAL	**279,535**	**270,015**	**622,949**	**634,630**	**1,699,100**	**1,697,239**
IMPORT TOTAL			**228,221**	**244,779**	**576,664**	**648,377**
INDUSTRY TOTAL			**851,170**	**879,409**	**2,275,764**	**2,345,616**

March ends with a gain, but car sales dip for month

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

The beginning of the spring selling season for U.S. carmakers and importers got off to a shaky start in March as car sales fell 3.21 percent to 851,170.

March's disappointing results followed a drop in total car sales for February.

Sales of U.S.-built cars were up 3.53 percent for March 21-31, following declines in the first two 10-day periods of March.

Japanese automakers gained 4.13 percentage points of car market share in March while the domestic Big 3 lost 3.26 points. European importers gained 0.05 points of car market share while Korean makers dropped 0.92 points.

March car sales — including captives — were off 1.62 percent at General Motors, 9.09 percent at Ford Motor Co. and 25.25 percent at Chrysler Corp.

Japanese manufacturers' penetration of the domestic car market increased from 24.19 percent in March 1989 to 28.32 percent in March 1990.

For the quarter, the Japanese share of the car market rose from 23.36 percent in 1989 to 25.85 percent this year.

During the first three months of 1990, GM was the only one of the Big 3 to gain car market share. GM's market share for the first quarter rose from 35.38 percent in 1989 to 36.53 percent this year. Ford's share dropped from 23.62 percent in the first quarter of 1989 to 22.10 percent this year. Chrysler's share fell from 10.57 percent last year to 9.28 percent this year.

IMPORTED CAR SALES, MARCH

	Mar 1990	Mar 1989	3 Mos., 1990	3 Mos., 1989
Acura	11,831	11,805	31,937	30,783
Alfa Romeo	266	581	577	1,036
Aston Martin*	5	5	15	15
Audi	2,255	1,360	4,949	4,627
BMW	5,436	6,057	14,468	17,476
Chevrolet	15,765	8,194	43,508	23,513
Chrysler	442	803	1,807	1,790
Daihatsu	1,219	1,217	3,648	3,340
Dodge	1,755	3,814	5,182	9,920
Eagle	1,549	3,185	4,171	7,934
Ferrari*	80	80	240	240
Ford	5,489	6,675	16,386	19,354
Honda	19,736	16,796	53,530	48,895
Hyundai	11,979	20,461	34,411	49,691
Infiniti	1,549	0	3,695	0
Isuzu	402	1,749	836	4,549
Jaguar	1,746	1,630	4,744	4,483
Lamborghini*	13	13	39	39
Lexus	4,861	0	13,167	0
Lotus*	27	27	81	81
Maserati	20	24	60	67
Mazda	15,501	16,153	39,813	43,443
Mercedes-Benz	6,891	6,570	17,356	17,148
Mercury/Merkur	1,757	5,865	5,685	15,519
Mitsubishi	8,868	7,425	33,224	17,199
Nissan	32,610	38,714	84,106	98,183
Peugeot	481	565	1,129	1,426
Plymouth	1,739	3,475	5,244	9,008
Pontiac	2,246	4,076	6,384	11,417
Porsche	941	667	2,362	1,808
Rolls/Bentley*	100	100	300	300
Saab	2,277	2,638	6,336	7,918
Sterling	405	384	1,403	1,784
Subaru	11,012	14,321	24,166	37,779
Suzuki	475	480	1,605	1,586
Toyota	35,625	36,842	56,551	98,457
Volkswagen	13,032	12,450	29,155	29,711
Volvo	7,265	8,751	22,400	25,400
Yugo	571	827	1,994	2,458
IMPORT TOTAL	**228,221**	**244,779**	**576,664**	**648,377**

* Estimate

MARKET SHARES
Domestic, Import cars

	March Sales	Pct. of Total
Subcompact	104,476	16.77
Compact	164,326	26.38
Intermediate	235,130	37.75
Standard	116,080	18.63
Speciality	2927	0.47
TOTAL	622,949	100.00

U.S. CAR SALES BY MARKETING UNITS, MARCH

	Mar 1990	Percent Share	Mar 1989	Percent Share	3 Mos., 1990	Percent Share	3 Mos., 1989	Percent Share
Alfa Romeo	266	0.03	581	0.07	577	0.03	1,036	0.04
Aston Martin*	5	0.00	5	0.00	15	0.00	15	0.00
American Honda	71,086	8.35	62,411	7.10	190,335	8.36	163,512	6.97
BMW	5,436	0.64	6,057	0.69	14,468	0.64	17,476	0.75
Buick	45,674	5.37	46,993	5.34	130,910	5.75	124,437	5.31
Cadillac	27,776	3.26	24,989	2.84	69,507	3.05	65,305	2.78
Chevrolet	131,992	15.51	121,841	13.85	352,135	15.47	315,417	13.45
Chrysler	14,696	1.73	18,566	2.11	42,079	1.85	54,007	2.30
Daihatsu	1,219	0.14	1,217	0.14	3,648	0.16	3,340	0.14
Dodge	29,400	3.45	42,893	4.88	87,929	3.86	110,334	4.70
Eagle	4,663	0.55	8,121	0.92	14,828	0.65	19,088	0.81
Ferrari*	80	0.01	80	0.01	240	0.01	240	0.01
Ford	121,529	14.28	136,364	15.51	342,735	15.06	382,546	16.31
Hyundai	11,979	1.41	20,461	2.33	34,411	1.51	49,691	2.12
Isuzu	402	0.05	1,749	0.20	836	0.04	4,549	0.19
Jaguar	1,746	0.21	1,630	0.19	4,744	0.21	4,483	0.19
Lamborghini*	13	0.00	13	0.00	39	0.00	39	0.00
Lincoln	24,546	2.88	17,606	2.00	62,678	2.75	46,534	1.98
Lotus*	27	0.00	27	0.00	81	0.00	81	0.00
Maserati*	20	0.00	24	0.00	60	0.00	67	0.00
Mazda	26,696	3.14	21,295	2.42	59,737	2.62	54,120	2.31
Mercedes	6,891	0.81	6,570	0.75	17,356	0.76	17,148	0.73
Mercury/Merkur	35,656	4.19	45,934	5.22	97,638	4.29	124,954	5.33
Mitsubishi	13,587	1.60	9,256	1.05	46,416	2.04	21 077	0.90
Nissan	43,540	5.12	49,088	5.58	110,022	4.83	125,272	5.34
Oldsmobile	47,452	5.57	50,562	5.75	132,153	5.81	152,517	6.50
Peugeot	481	0.06	565	0.06	1,129	0.05	1,426	0.06
Plymouth	22,090	2.60	25,201	2.87	66,447	2.92	64,524	2.75
Pontiac	50,886	5.98	64,412	7.32	146,430	6.43	172,310	7.35
Porsche	941	0.11	667	0.08	2,362	0.10	1,808	0.08
Rolls/Bentley*	100	0.01	100	0.01	300	0.01	300	0.01
Saab	2,277	0.27	2,638	0.30	6,336	0.28	7,918	0.34
Sterling	405	0.05	384	0.04	1,403	0.06	1,784	0.08
Subaru	11,305	1.33	14,321	1.63	24,546	1.08	37,779	1.61
Suzuki	475	0.06	480	0.05	1,605	0.07	1,586	0.07
Toyota	72,710	8.54	52,920	6.02	151,131	6.64	136,700	5.83
Volvo	7,265	0.85	8,751	1.00	22,400	0.98	25,400	1.08
VWoA	15,287	1.80	13,810	1.57	34,104	1.50	34,338	1.46
Yugo	571	0.07	827	0.09	1,994	0.09	2,458	0.10
TOTAL	**851,170**	**100.00**	**879,409**	**100.00**	**2,275,764**	**100.00**	**2,345,616**	**100.00**
TOTAL GM	**303,780**	**35.69**	**308,797**	**35.11**	**831,135**	**36.53**	**829,986**	**35.38**
TOTAL FORD	**181,731**	**21.35**	**199,904**	**22.73**	**503,051**	**22.10**	**554,034**	**23.62**
TOTAL CHRYSLER	**70,849**	**8.32**	**94,781**	**10.78**	**211,283**	**9.28**	**247,953**	**10.57**
TOTAL JAPANESE	**241,020**	**28.32**	**212,737**	**24.19**	**588,276**	**25.85**	**547,935**	**23.36**
TOTAL EUROPEAN	**41,811**	**4.91**	**42,729**	**4.86**	**107,608**	**4.73**	**116,017**	**4.95**
TOTAL KOREAN	**11,979**	**1.41**	**20,461**	**2.33**	**34,411**	**1.51**	**49,691**	**2.12**

* Estimate Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.
Sales charts compiled by Karen Detkowski

CITROEN

FROM PAGE 1

The last Citroens officially sold in the United States were the DS and the Maserati-engined SM.

Citroen had hedged on a comeback due to the weak dollar and the professed fear by Peugeot S.A. Chairman Jacques Calvet that the U.S. luxury market would not accept a hatchback like the XM.

Another XM will be on the New York show stand of CXAuto, a small importer based in Middlesex, N.J., that has defied Citroen by modifying Citroen CX models in the Netherlands for export to the United States.

CxAuto, which has 15 dealers and reported sales of about 200 CX cars last year, projects its XM will go on sale in the United States Sept. 1.

Citroen disclaims any liability for those modified cars. It maintains it has had no authorized dealer network in this country since it quit the market.

Citroen said last week that imports for the United States will be solely through Citroen Cars Co. U.S.A.

The official XM destined for the United States will likely feature a four-speed automatic transmission, computer-controlled hydropneumatic suspension, anti-lock brakes, air conditioning with automatic climate control, leather upholstery, cruise control and metallic paint.

Introduction of the XM represented a major thrust into the European luxury segment for Citroen. It plans to produce 98,000 XMs this year, the car's first full year on the market.

European XM sales during the first two months of 1990 totaled 16,520, including 9,609 in France.

Citroen, which was acquired by Peugeot S.A. in 1978, has steadily improved its European market share in recent years.

It achieved a net profit in 1986 after a long stretch in the red.

Its worldwide production last year was 905,118 units, an increase of 12.7 percent over 1988.

The total consisted of 773,423 passenger cars and 131,695 commercial vehicles.

Citroen held 4.3 percent of the Western European car market in 1986 with sales of about 500,000 units.

Its 1989 volume was 644,000 for a 4.8 percent share of an overall car market that grew 15 percent during the three-year period.

Citroen did that without representation in Europe's vast subcompact market headed by the Volkswagen Golf.

That will be remedied later this year with introduction of the FX model that will fit between the AX supermini and the BX compact and give Citroen entries in four distinct segments.

Combined with Automobiles Peugeot's 7.9 percent Western European share, the Peugeot group ranked third in car sales last year behind the Volkswagen and Fiat groups.

Citroen has remained a somewhat acquired taste in Europe over the years, with idiosyncratic styling — but a solid reputation for suspension engineering.

Citroen has plants in Aulnay and Rennes-la-Janais, France, and Vigo, Spain.

It also still produces the ancient 2CV at a plant in Mangualde, Portugal.

LIGHT-DUTY TRUCK SALES, MARCH

	Mar. 1990	Mar. 1989	3 Mos., 1990	3 Mos., 1989
Vans	14,110	16,207	36,496	41,138
Aerostar	15,507	18,749	44,105	47,351
Club Wagon	1,992	2,721	5,677	6,153
Ranger	25,530	23,027	69,906	66,869
Bronco	6,147	6,070	15,895	16,071
Bronco II/Explorer	7,591	8,911	22,122	27,390
Pickups	56,098	53,145	147,165	141,692
Ford	**126,975**	**128,830**	**341,366**	**346,664**
Vans	10,415	10,257	25,683	24,601
Sportsvan	1,012	1,090	2,082	2,594
Geo Tracker	2,790	796	7,572	2,181
Astro	12,004	11,950	33,033	31,060
Lumina APV	4,809	0	11,904	0
S-10	15,177	20,315	43,977	53,499
S-10 Blazer	12,193	14,745	33,842	42,290
Blazer	1,765	2,092	5,219	5,687
Suburban	6,253	5,575	15,160	14,857
Pickups	50,980	51,989	134,001	126,167
Chevrolet	**117,398**	**118,809**	**312,473**	**302,936**
Pontiac Trans Sport	**2,583**	**0**	**6,315**	**0**
Olds Silhouette	**1,830**	**0**	**4,808**	**0**
Vans	5,396	5,700	13,643	15,522
Ram Wagon	2,300	2,271	5,948	5,902
Voyager	12,191	16,772	50,755	44,522
Caravan	13,751	18,497	57,874	49,782
Caravan C/V	917	1,523	2,858	4,099
Town & Country	238	0	894	0
Ram 50	1,335	2,694	3,875	7,606
Raider	173	430	676	1,457
Ramcharger	979	1,887	2,912	6,053
Dakota	8,013	8,768	21,519	24,098
Pickups	9,974	8,802	25,991	23,053
Chrysler	**55,267**	**67,344**	**186,945**	**182,094**
Vans	3,623	3,402	8,469	9,231
Safari	2,749	2,813	7,767	7,381
S-15	3,417	4,392	9,910	11,839
S-15 Jimmy	2,891	3,494	8,143	10,234
Jimmy	559	623	1,548	1,740
Suburban	2,475	1,984	6,198	5,404
Pickups	13,450	14,898	36,102	35,626
P Model	226	367	625	1,012
W-4	115	118	272	303
GMC	**29,505**	**32,091**	**79,034**	**82,770**
Wrangler	4,810	4,566	11,242	11,017
Wagoneer	294	528	985	1,805
Cherokee	11,134	12,022	33,873	34,500
Grand Wagoneer	592	959	1,765	2,778
Comanche	1,568	2,400	4,406	6,458
Jeep	**18,398**	**20,475**	**52,271**	**56,558**
Daihatsu	**484**	**0**	**1,025**	**0**
Toyota	**23,195**	**19,176**	**49,506**	**49,656**
Nissan*	**20,217**	**16,897**	**42,248**	**46,074**
Mazda	**9,971**	**10,969**	**20,694**	**28,821**
Isuzu*	**11,604**	**8,313**	**26,584**	**21,812**
Mitsubishi	**3,642**	**3,648**	**11,033**	**13,091**
Suzuki*	**1,600**	**3,124**	**4,244**	**7,506**
Volkswagen	**659**	**364**	**1,501**	**977**
Range Rover	**360**	**355**	**1,095**	**1,191**
Imports	**71,732**	**62,866**	**157,088**	**169,128**
Industry Total	**423,688**	**430,415**	**1,140,300**	**1,140,150**

* Includes domestic vehicles

Compiled by Karen Detkowski

YEN

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financial reports in July might show a higher gain in profit, particularly for a company like Honda Motor Corp., which is doing a major portion of its business overseas. But the short-term gains would be based on materials already purchased at lower rates.

By the end of the year, the higher cost of raw materials could be expected to show up in lower profits, according to analysts.

The yen has fallen from about 145 to the dollar at the beginning of the year to about 160 last week. One year ago, the rate was about 130 yen to the dollar.

The lower yen also makes it more costly to sell imported vehicles in Japan. Virtually all importers of European makes have raised prices, largely due to the steep drop of the yen against European currencies.

So far, the yen's drop against the dollar has not forced any importer of American cars to follow suit.

J.E. Steinhagen, director of North American sales at General Motors Overseas Corp., said there is no need of change so far. He said there has been no sales slowdown, and GM still expects to reach its target of 9,000 units in Japan this year.

But Yanase & Co., the major importer of GM cars, raised interest rates on car loans from 7 to 8.5 percent because of higher interest rates in Japan.

House bill addresses transplant taxes

Several key House Democrats have introduced a bill to aid in the collection of taxes paid by U.S.-based subsidiaries of foreign-owned companies.

The bill was designed to ensure foreign companies pay their "fair share" of taxes, said Sens. Dan Rostenkowski, D-Ill., and Richard Gephardt, D-Mo.

They cited an Internal Revenue Service study that said in 1986 foreign automakers only paid $12 million in U.S. taxes on $7.7 billion in gross receipts.

AUCTION DATES

Chrysler Motors

April 10 — Hatfield Auto Auction, Hatfield, Pa.; American Auto Auction, Walpole, Mass.; Arena Auto Auction Inc., Bolingbrook, Ill.; Utah Auto Auction Inc., West Bountiful, Utah; South Seattle Auto Auction Inc., Kent, Wash.; Greensboro Auto Auction Inc., Greensboro, N.C.; and San Antonio Auto Auction, San Antonio, Texas

April 11 — A.D.E. of Birmingham, Moody, Ala.; Butler Auto Auction, Gibsonia, Pa.; and Denver Auto Auction, Aurora, Colo.

April 12 — Northway Auto Exchange Inc., Clifton Park, N.Y.; Aptco Auto Auction Inc., Taylor, Mich.; Big Sky Auto Auction Inc., Billings, Mont.; Omaha Auto Auction, Omaha, Neb.; Golden Gate Auto Auction, Fremont, Calif.; and Ark-La-Tex Auto Auction Inc., Shreveport, La.

April 13 — Manheim Auto Auction, Manheim, Pa.

April 17 — Clanton's Auto Auction Inc., Darlington, S.C.; Southern Auto Auction, East Windsor, Conn.; Portland Auto Auction Inc., Portland, Ore.; Nashville Auto Auction Inc., Nashville, Tenn.; Southwest Auto Auction Inc., Chandler, Ariz.; and Dallas Auto Auction Inc., Grand Prairie, Texas

April 18 — Columbus Fair Auto Auction Inc., Columbus, Ohio; and Minneapolis Auto Auction Inc., Plymouth, Minn.

Ford Motor Co.

April 10 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Ohio Auto Auction Inc., Grove City, Ohio; and Bay Cities Auto Auction Inc., Hayward, Calif.

April 11 — Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; Texas Hobby Auto Auction, Houston; Indianapolis Auto Auction, Indianapolis; and Greater Tampa Bay Auto Auction, Tampa, Fla.

April 12 — Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Maple Grove, Minn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Miss.

April 17 — Newburgh Auto Auction Inc., Newburgh, N.Y.;

April 18 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Fort Worth Auto Auction, Fort Worth, Texas; Southern California Auto Auction, Fontana, Calif.; and Salt Lake Auto Auction, Salt Lake City, Utah

General Motors

April 10 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction Inc., Grand Prairie, Texas; Fresno Auto Dealers Auction, Fresno, Calif.; Manheim Auto Auction, Manheim, Pa.; and Florida Auto Auction, Ocoee, Fla.

April 11 — Atlanta Auto Auction, Red Oak, Ga.; Albuquerque Auto Auction Inc., Albuquerque, N.M.; Puget Sound Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange Inc., Baltimore; Clayton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction Inc., Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction Inc., Omaha, Neb.

April 12 — Arena Auto Auction Inc., Bolingbrook, Ill.; Columbus Fair Auction Auction, Columbus, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; Utah Auto Auction Inc., West Bountiful, Utah; Mid-Ark Auto Auction, North Little Rock, Ark.

April 17 — Auto Dealers Exchange of Birmingham, Moody, Ala.; Florida Auto Auction, Ocoee, Fla.; Harrisonburg Auto Auction, Harrisonburg, Va.; Auto Auction of Billings, Billings, Mont.; and National Auto Dealers Exchange, Bordentown, N.J.

April 18 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City Inc., Lee's Summit, Kan.; Minneapolis Northstar Auto Auction Inc., Shakopee, Minn.; Statesville Auto Auction, Statesville, N.C.; and Southern California Auto Auction, Fontana, Calif.

Toyota

April 10 — Southern Auto Auction, East Windsor, Conn.; and Southern California Auto Auction, Fontana, Calif.

April 12 — Clanton's Auto Auction, Darlington, S.C.

April 13 — St. Louis Auto Auction, Bridgeton, Mo.

April 17 — Aptco Auto Auction, Taylor, Mich.; and South Seattle Auto Auction, Kent, Wash.

VOLVO

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extra pay, Austin said.

"This is not a punitive exercise. We are just trying to put our resources to work where they will do the most good," he said.

Austin said employees at corporate headquarters in Rockleigh, N.J., are not affected, unless they are involved with the field staff. But Volvo's other employees have been notified of the program and have been encouraged to make an extra effort, he said.

"We would be a lot closer to our target if we could make just one more sale per week per dealer," Austin said. Such an increase would yield more than 20,000 sales annually.

"By doing this (working overtime), we are showing dealers we think it can be done, and we're willing to work a little harder to do it," Austin said.

Michael Lazarus, co-owner of Volvoville USA in Massapequa, N.Y., Volvo's largest-volume U.S. dealership, said the program shows Volvo is committed. "I think it's a good thing, especially in a difficult market," he said.

Volvo has 413 dealers in the United States and 61 in Canada. Canadian sales for January-February were down about 21 percent to 771 cars. Volvo Canada's three area offices are also included in the six-day week.

Volvo has eight regional offices in the United States.

The six-day schedule took effect in late March, said Michael Babos, manager of the Metro East area based in Paramus, N.J., which covers New York, New Jersey and part of Connecticut.

He said about 20 people in his office were affected.

"When we finished our meetings, there was no applause, exactly, but people understand what's going on, and they accept it. We've got to help our dealers go through some tough times," Babos said.

Spokesmen for BMW of North America Inc. and Mercedes-Benz of North America Inc. said their field staffs often work weekends, but there is no formal policy requiring a six-day week.

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Motors (1988-89 models)						
Chrysler	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Dodge cars	$750-$1,500	2.9	6.9	7.9	9.9	None
Dodge trucks	$750-$2,500	2.9	6.9	7.9	9.9	None
Eagle	$1,000-$2,000	2.9	6.9	7.9	9.9	None
Jeep	$500-$1,500	2.9	6.9	7.9	9.9	None
Plymouth	$750-$1,250	2.9	6.9	7.9	9.9	None
Chrysler Motors (1990 models)						
Dodge cars	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Eagle Summit	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**None**
Chrysler Motors (1990 models, guaranteed rebates*)						
Chrysler	**$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge cars	**$750-$1,500**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Dodge trucks	**$1,000 - $2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Eagle	**$750-$2,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Jeep	**$500-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
Plymouth	**$750-$1,000**	**2.9**	**6.9**	**7.9**	**9.9**	**May 31**
*Buyer will receive any increase in rebate through Sept. 30, 1990.						
Ford Motor Co. (1989-90 models)						
Ford cars	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Ford trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
Continental, Mark VII	**$1,500**					**April 30**
Mercury	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**April 30**
General Motors (1989 models)						
Chevrolet cars	$700-$1,000	6.9	6.9	6.9	10.9	May 2
Chevrolet trucks	$500-$1,500	6.9	6.9	6.9	10.9	May 2
GMC trucks	$750-$1,500	6.9	6.9	6.9	10.9	May 2
Cutlass Supreme	$1,500	6.9	6.9	6.9	10.9	May 2
Pontiac	$750-$1,000	6.9	6.9	6.9	10.9	May 2
General Motors (1990 models)						
Buick	**$500-$1,250***	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Riviera	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet cars	**$700-$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Chevrolet trucks	**$500-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cadillac	**$1,500-$2,000**					**May 31**
GMC trucks	**$750-$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Olds Toronado	**$1,500**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Cutlass Supreme	**$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Silhouette	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Pontiac	**$750-$2,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
Trans Sport	**$1,000**	**6.9**	**6.9**	**6.9**	**10.9**	**May 2**
*Based on option package selected						
BMW (1990 models)						
325i		**2.9**	**4.9**	**6.9**	**7.9**	**April 30**
325is		**4.9**	**6.9**	**7.9**	**9.9**	**April 30**
Hyundai Excel (1989-90 models)	**$500-$1,000**					**April 18**
Isuzu (1989-90 models)	**$1,000-$1,200***					**June 30**
*If dealer foregoes dealer incentive						
Mazda (1990 models)						
323	**$750**					**June 4**
Trucks	**$750-$1,000**					**None**
Nissan (1988-89 models)						
Sentra	$1,000-$1,250					May 2
Trucks	$1,200-$1,500					May 2
Nissan (1990 models)						
Sentra	**$1,000**					**May 2**
Trucks	**$1,200**					**May 2**
Peugeot (1989-90 models)	**$1,000-$3,000**					**None**
Sterling (1989 models)	$5,000					April 30

Makers pile more coal on incentive fire

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Several import car companies extended or announced new incentive programs last week, while General Motors, Ford Motor Co. and Chrysler Corp. revised their programs.

Chrysler, which stopped offering rebates on minivans Jan. 31, assured customers who buy a new 1990 minivan that they qualify for a rebate if one is offered again during the balance of the model year.

Ford initiated a program that pays $500 to first-time new-car buyers who finance selected 1989, 1990 and 1991 models through Ford Motor Credit Co. by May 31.

Nameplates involved are Ford Escort, Festiva, Mustang, Probe, Ranger and Tempo and Mercury Capri, Sable, Topaz and Tracer.

GM is offering retail incentives of $1,000 on 1989 Chevrolet Celebrity sedans and station wagons and 1990 Celebrity wagons through May 2. In lieu of the cash, customers may choose 6.9 financing for contracts up to 48 months and 10.9 percent on 60-month contracts.

Chevrolet also is paying dealers $2,000 to $4,000 for sales of 1989 Corvettes until May 2.

Hyundai Motor America is offering retail and dealer incentives. Factory-to-customer cash payments involve the following 1989 and 1990 models: Excel L, $500; Excel GL/GS, $750; and Excel GLS, $1,000. Dealer incentives on 1989 and 1990 models are: Excel GL/GS/GLS, $250; Sonata, $800; Sonata GLS, $1,000; and Sonata GLS V-6, $1,500. Also, Hyundai dealers earn $500 on each Sonata if they sell more than six.

American Isuzu Motors Inc. has a dealer incentive program that gives dealers the option of passing the money directly to the consumer. Dealers who choose the dealer incentive earn cash on 1989 and 1990 Troopers depending on the number they sell. If they sell up to 10 units, they earn $900 on each; 11 to 20 units, $1,100; and 21 or more, $1,400.

On Isuzu pickups, dealers get $800 per sale up to 10; $1,000 for 11 to 20, and $1,300 for 21 or more. Dealers also get an additional $200 on four-wheel-drive pickups regardless of the number of units sold.

In lieu of that program, dealers may pass savings directly to the customer. In that case, customers will receive $1,200 on Troopers and $1,000 on pickups. The program expires June 30.

Mazda Motors of America Inc. is offering retail incentives on some 1990 models. Customers who buy the 1990 Mazda 323 hatchback by June 4 receive $750. Also, Mazda is offering $750 on 1990 2wd trucks and $1,000 on 1990 4wd trucks. The truck rebates run indefinitely.

Sterling Motor Cars extended its $5,000 retail cash rebate until April 30.

Payments to dealers in Suzuki of America Automotive Corp.'s incentive program are: 1988 and 1989 Samurai, $1,000; 1989 Swift GT with manual transmission, $1,000; 1989 Swift GT with automatic transmission, $2,000; 1989 Swift GLX five-door, $1,000; 1989 Sidekick JA softtop, $500; 1989 Sidekick JX softtop, $1,500; 1989 Sidekick JLX softtop, $1,500; 1989 Sidekick JX hardtop, $2,500; 1989 Sidekick JLX hardtop, $2,500; 1990 Swift GA three-door, $400; 1990 Swift GL three-door, $400; 1990 Sidekick JS softtop, 2wd, $1,000; and 1990 Sidekick, all 4wd models except CAMI special edition, $700.

Additional Suzuki dealer cash include 1990 CAMI special edition Sidekick JX softtop, $700; 1990 CAMI special edition Sidekick JLX softtop, $700; and 1990 CAMI special edition Sidekick JX hardtop, $1,500. The Suzuki program expires June 4.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
General Motors (1989 models)		
Buick	$750-$2,000	May 2
Chevrolet Nova, Spectrum (1988)	$500	May 2
Geo, Celebrity	$500	May 2
Geo Tracker	$1,000	May 2
Corvette	$2,000-$4,000 based on sales	May 2
Oldsmobile	$500-$2,500	May 2
Pontiac LeMans, Grand Am	$500	May 2
Grand Prix	$500	May 2
General Motors (1990 models)		
Buick Park Avenue, Estate Wagon, Riviera, Reatta	**$1,000-$2,000**	**May 2**
Chevrolet Geo, Celebrity	**$500-$1,000**	**May 2**
Geo Tracker	**$1,000**	**May 2**
Oldsmobile	**$500-$1,000, quota**	**May 2**
Pontiac Firebird	**$300-$500**	**May 2**
Grand Prix	**$500**	**May 2**
Hyundai (1989-90 models)		
Excel	**$250**	**April 18**
Sonata*	**$800-$1,500**	**April 18**
*$500 extra starting with sixth sale		
Isuzu (1990 models)		
Pickups*	**$800-$1,300 based on number sold**	**June 30**
Trooper	**$900-$1,400 based on number sold**	**June 30**
*$200 extra on 4wd models		
Nissan		
Stanza (1989-90)	**$500-$1,000**	**May 2**
Axxess (1990)	**$1,000**	**May 2**
Pathfinder (1989)	**$1,500**	**May 2**
Saab (1989 models)	$3,000-$5,000	April 30
Subaru (1989 models)		
Justy ECVT	$1,200	May 2
Other Justy	$500	May 2
XT, XT6	$1,500	May 2
Subaru (1990 models)		
Loyale	**$400**	**May 2**
Legacy	**$500-$1,500**	**May 2**
Suzuki		
Samurai (1988-89)	$1,000	June 4
Swift (1989)	$1,000-$2,000	June 4
Sidekick (1989)	$500-$2,500	June 4
Swift (1990)	**$400**	**June 4**
Sidekick (1990)	**$700-$1,500**	**June 4**
Volkswagen (1989 models)		
Cars	$600-$2,500	None
Vanagon	$3,000-$4,000	None

OBITUARIES

Oscar Walter Mezey

MIAMI — Oscar Walter Mezey, who founded what is now Mezey-Puroll Automotive, a manufacturer's representative group, died March 5. He was 89.

A long-time Detroit-area resident, Mr. Mezey was a General Motors executive until 1945, when he founded Mezey-Puroll. He served as company chairman until he retired in 1978.

Howard A. Wilson

JACKSON, Miss. — Howard A. Wilson, a 1990 Time Magazine Quality Dealer of the Year award nominee, died March 18. He was 63.

Wilson was chairman of Howard Wilson Chrysler-Plymouth in Jackson, Miss. The dealership was the New Orleans Zone's top Chrysler-Plymouth dealership in 1988.

PRODUCTION

Car output 22% below '89 quarter

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. automakers built 1,474,314 cars in the first quarter of this year, down 9.76 percent from last year's fourth-quarter total and down 22.38 percent from the year-ago first quarter.

March car assembly of 620,479 was 24.81 percent above February but 4.86 percent below the year-ago month.

Companies scheduled more overtime and less downtime in March in an effort to bring the first-quarter total up to par.

Scheduled auto output last week totaled 108,445, 20.22 percent below the prior week and 31.80 percent below the year-ago week.

Truck output of 735,824 for the first quarter was 19.34 percent below last year's fourth quarter and 36.48 percent below 1989's first quarter, which was the highest first quarter ever.

In March, truck production totaled 393,558, 23.85 percent above the previous month but 0.62 percent below the year-ago month.

Last week's targeted truck output of 81,347 was 10.28 percent below the prior week and 12.22 percent below the year-ago week.

Companies shared last week's scheduled car production as follows: General Motors, 51.12 percent; Ford Motor Co., 24.92 percent; Chrysler Corp., 2.12 percent; Honda of America Manufacturing Inc., 7.15 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.06 percent; Mazda Motor Manufacturing (USA) Corp., 4.01 percent; Diamond-Star Motors Corp., 2.63 percent; New United Motor Manufacturing Inc., 2.12 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.46 percent; and Subaru-Isuzu Automotive Inc., 0.41 percent.

GM scheduled overtime last Saturday at the Lansing, Mich., A-line and Friday overtime at the Janesville, Wis., plant.

Ford scheduled Saturday overtime last week at the Wixom, Mich., Lincoln plant. Saturday overtime was also scheduled at the Louisville, Ky., truck facility.

Ford's Mustang plant in Dearborn, Mich., remains closed this week due to a lack of dealer orders. It is expected to resume output April 17.

Chrysler will resume output today at the Belvidere, Ill.; Newark, Del.; Toledo, Ohio; and Sterling Heights, Mich., facilities.

Canada quarter also trails '89

Canadian automakers built 248,736 units in the first quarter this year, 11.39 percent below last year's fourth quarter and 1.62 percent below last year's first quarter.

Last month's car output totaled 104,836, 22.41 percent above February and 18.22 percent above the year-ago month.

Truckmakers built 227,239 units in the first quarter of the year, 2.41 percent above last year's fourth quarter but 12.74 percent below last year's first quarter.

U.S. CAR	Week Ended Apr. 7, 1990	Week Ended Apr. 8, 1989	Week Ended Mar. 31, 1990	Mar. Total	Jan. 1 to Apr. 7, 1990	Jan. 1 to Apr. 8, 1989
Horizon	0	795	0	0	4,327	1,303
Sundance	0	2,361	1,586	8,765	18,755	32,395
Acclaim	0	2,996	1,809	9,317	19,857	31,932
Total Plymouth	0	6,152	3,395	18,082	42,939	65,630
LeBaron A	0	0	316	3,160	5,361	0
LeBaron J	1,400	2,667	1,050	5,887	9,732	31,322
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	0	1,534	351	2,398	5,126	33,853
Fifth Avenue	0	0	432	2,458	7,200	0
Imperial	0	0	321	3,185	4,671	0
Total Chrysler	1,400	4,201	2,470	17,088	32,090	68,121
Omni	0	901	0	0	4,078	1,598
Daytona	900	1,924	781	3,932	6,596	30,399
Shadow	0	2,374	1,762	9,619	21,285	32,866
Dynasty	0	2,697	1,863	13,901	28,987	43,041
Lancer	0	0	0	0	0	1,528
Spirit	0	2,771	1,813	9,264	21,545	29,786
Total Dodge	900	10,667	6,219	36,716	82,491	139,218
CHRYSLER MOTORS	2,300	21,020	12,084	71,886	157,520	272,969*
Escort	5,879	8,628	5,172	19,670	44,283	89,842
Mustang	0	4,087	3,298	15,783	38,906	69,099
Tempo	3,272	3,304	3,409	13,461	34,524	46,104
Taurus	7,945	9,623	8,773	36,027	106,849	110,009
Thunderbird	0	4,025	2,798	13,747	29,029	50,387
Total Ford Div.	17,096	29,667	23,450	98,688	253,591	365,441
Topaz	1,293	2,169	1,321	6,811	13,866	18,754
Cougar	0	2,692	2,795	10,858	19,259	41,784
Sable	2,801	1,511	3,181	12,891	29,371	36,701
Total Mercury	4,094	6,372	7,297	30,560	62,496	97,239
Continental	1,294	1,668	1,053	5,099	15,200	20,594
Mark VII	647	546	531	2,551	7,587	8,099
Town Car	3,896	3,331	3,194	15,342	45,781	37,291
Total Lincoln	5,837	5,545	4,778	22,992	68,568	65,984
Total L-M Div.	9,931	11,917	12,075	53,552	131,064	163,223
FORD MOTOR CO.	27,027	41,584	35,525	152,240	384,655	528,664
Skyhawk	0	386	0	0	0	4,474
Skylark/Somerset	2,260	1,317	2,464	9,143	22,897	14,855
Century	0	2,055	1,460	6,614	16,957	33,876
Riviera	538	533	523	2,340	6,155	8,028
Electra	34	1,955	0	14	12,365	23,205
LeSabre (fwd)	3,661	4,970	3,231	16,529	42,562	31,587
LeSabre (rwd)	100	200	203	845	1,871	2,690
Reatta	207	196	200	875	2,300	1,980
Total Buick	6,800	11,612	8,081	36,360	105,107	120,704
Eldorado	631	949	633	2,512	5,865	10,758
Seville	695	575	705	2,984	7,540	7,818
Brougham (rwd)	983	707	1,038	4,545	10,653	12,359
DeVille (fwd)	4,092	4,904	3,695	16,346	42,097	62,353
Allante	87	75	88	389	969	1,003
Total Cadillac	6,488	7,210	6,159	26,776	67,124	94,291
Cavalier	7,368	8,357	7,728	34,128	80,848	111,566
Camaro	1,790	2,695	1,757	7,708	12,316	33,924
Celebrity	0	2,106	0	0	0	43,487
Corsica/Beretta	6,160	7,827	6,042	26,169	75,334	117,150
Caprice	3,110	4,800	2,887	30,157	61,915	56,492
Corvette	560	560	560	2,464	6,160	7,208
Total Chevrolet	18,988	26,345	18,974	100,626	236,573	369,827
Calais	2,492	2,318	2,315	9,174	23,957	25,617
Cutlass Ciera	0	1,877	2,562	11,119	23,160	23,259
Cutlass Supreme	1,825	0	1,905	8,432	22,241	27,265
Toronado	384	170	387	2,002	5,912	3,113
88 (fwd)	2,187	3,268	2,453	8,369	22,799	43,765
88 (rwd)	143	185	89	382	1,113	2,107
98	1,108	2,187	1,505	6,137	15,351	25,971
Total Oldsmobile	8,139	10,005	11,216	45,615	114,533	151,097
Sunbird	4,000	3,557	3,498	15,071	34,455	41,584
Grand Am	4,800	5,308	4,822	21,185	47,745	70,263
Firebird	1,133	1,393	1,383	5,228	7,328	20,342
Grand Prix	3,175	4,000	3,009	13,063	27,649	38,437
Pontiac 6000	0	2,170	1,655	7,373	15,835	25,664
Bonneville	1,925	2,738	1,779	1,779	17,653	26,245
Safari/Parisienne	0	122	0	0	0	1,503
Total Pontiac	15,033	19,288	16,146	63,699	150,665	224,038
GENERAL MOTORS	55,448	74,460	60,576	273,076	674,002	959,957
DIAMOND-STAR	2,852	1,037	3,030	13,497	38,670	10,625
HONDA	7,750	7,539	8,924	40,688	119,989	107,666
Civic	1,644	2,516	2,608	11,368	30,927	36,133
Accord	6,106	5,023	6,316	29,320	89,062	71,533
MAZDA†	4,345	4,988	4,335	19,344	51,818	66,603
NISSAN	1,580	2,331	2,366	10,447	31,656	31,897
NUMMI	2,300	3,994	4,113	17,998	53,736	54,034
Corolla	2,100	1,574	2,233	9,764	29,388	22,783
Geo Prizm/Nova	200	2,420	1,880	8,234	24,348	31,251
SUBARU-ISUZU	445	0	593	1,854	7,805	0
TOYOTA	4,398	2,048	4,385	19,449	60,308	27,050
Total Cars, U.S.	108,445	159,001	135,931	620,479	1,580,159	2,059,465
Total Cars, Canada	22,296	22,208	21,844	104,836	271,675	276,297
U.S., Canada Cars	130,741	181,209	157,775	725,315	1,851,834	2,335,762
U.S., Canada Cars and Trucks	231,807	295,575	268,257	1,208,652	3,136,510	3,866,413

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Apr. 7, 1990	Week Ended Apr. 8, 1989	Week Ended Mar. 31, 1990	Mar. Total	Jan. 1 to Apr. 7, 1990	Jan. 1 to Apr. 8, 1989
Monaco	0	0	0	1,699	3,593	0
Premier	0	1,020	0	851	1,252	13,865
CHRYSLER MOTORS	0	1,020	0	2,550	4,845	13,865
Tempo	3,428	3,360	3,395	14,565	37,622	46,654
Topaz	1,468	1,374	1,458	5,898	12,589	19,670
Crown Victoria	2,801	2,600	2,809	13,157	32,585	37,379
Grand Marquis	2,959	3,173	2,953	11,791	30,419	41,851
FORD MOTOR CO.	10,656	10,507	10,615	45,411	113,215	145,554
Celebrity	0	192	0	2,211	5,292	2,716
Cutlass Ciera	0	3,733	0	6,067	22,305	51,358
Lumina	5,315	2,911	5,631	24,902	60,073	12,256
Regal	2,485	1,741	1,890	6,710	47,577	23,541
GENERAL MOTORS	7,800	8,577	7,521	39,890	73,830	89,871
HONDA	2,150	1,696	1,956	9,668	29,719	22,797
HYUNDAI*	310	0	310	1,364	4,422	0
TOYOTA	1,200	228	1,262	5,161	15,735	1,831
VOLVO	180	180	180	792	2,483	2,379
Total Cars, Canada	22,296	22,208	21,844	104,836	271,675	276,297

U.S. TRUCK	Week Ended Apr. 7, 1990	Week Ended Apr. 8, 1989	Week Ended Mar. 31, 1990	Mar. Total	Jan. 1 to Apr. 7, 1990	Jan. 1 to Apr. 8, 1989
Caravan	1,900	2,529	2,084	10,335	31,727	30,971
Dakota	1,500	2,324	1,649	8,528	18,985	31,115
Caravan C/V	100	229	145	695	2,077	2,828
Ram pickups	2,200	2,325	2,629	12,876	27,607	31,095
Total Dodge	5,700	7,407	6,507	32,434	80,396	96,009
Cherokee	0	5,354	3,534	19,674	43,740	62,769
Comanche	0	693	178	896	1,979	9,586
Grand Wagoneer	0	0	26	650	1,026	4,383
Wagoneer	0	243	88	475	941	2,779
Total Jeep	0	6,290	3,826	21,695	47,686	79,517
Voyager	1,900	2,401	2,018	10,482	30,390	29,521
Town & Country	50	0	73	350	1,033	0
Total C-P Div.	1,950	2,401	2,091	10,832	31,423	29,521
CHRYSLER MOTORS	7,650	16,098	12,424	64,961	159,505	205,047
Aerostar	4,925	5,770	4,942	19,388	49,896	69,283
Bronco	1,182	1,628	1,189	5,109	14,881	25,552
Bronco II	4,066	2,808	2,645	6,966	25,934	38,857
Econoline	4,704	4,997	4,300	18,932	49,480	69,173
Mediums/Heavies	1,129	1,323	1,059	4,698	13,714	18,936
Light trucks	8,963	11,921	9,882	43,123	122,196	152,564
Ranger	6,936	7,813	7,538	32,036	82,169	102,225
Total Ford Div.	31,905	36,260	31,555	130,252	358,270	474,590
FORD MOTOR CO.	31,905	36,260	31,555	130,252	358,270	474,590
Astro	2,853	3,788	3,322	13,839	29,271	48,728
Blazer	433	567	469	1,765	4,362	7,728
Lumina APV	2,740	0	1,906	8,774	26,989	0
Mediums/Heavies	219	0	230	643	2,090	1,312
P-Model	628	796	605	1,924	6,175	8,674
Pickups	7,155	6,973	7,599	42,141	98,581	117,435
S-10	3,433	5,101	5,079	22,230	63,218	80,954
S-10 Blazer	3,454	3,905	4,695	11,878	27,542	53,748
Sportsvan/Van	1,905	2,263	1,727	7,488	15,366	26,778
Suburban	1,581	1,507	1,769	7,529	17,632	21,571
Total Chevrolet	24,401	24,900	27,401	118,211	291,226	366,928
Jimmy	129	133	141	610	1,494	2,354
Mediums/Heavies	561	0	598	720	2,511	1,496
P-Model	72	67	96	276	799	1,166
Pickups	2,682	2,641	3,094	14,458	33,093	32,961
S-15	790	1,258	1,486	5,441	15,765	18,895
S-15 Jimmy	944	1,076	1,374	3,419	8,372	15,240
Safari	907	796	764	3,813	8,914	11,532
Suburban	666	595	666	3,232	7,690	8,649
Vandura/Rally Vans	555	751	779	3,415	6,569	7,144
Total GMC	7,306	7,317	8,998	35,384	85,207	99,437
Olds Silhouette	693	0	758	2,655	8,221	0
Pontiac Trans Sport	895	0	952	4,683	15,383	0
GENERAL MOTORS	33,295	32,217	38,109	160,933	400,037	466,365
NAVISTAR	1,640	1,883	1,646	6,853	21,230	24,203
NISSAN	3,010	2,763	3,075	13,516	41,808	37,798
SUBARU-ISUZU	397	0	407	1,863	7,781	0
AM GENERAL*	450	450	450	1,980	6,390	6,120
MISCELLANEOUS*	3,000	3,000	3,000	13,200	42,600	36,100
Total Trucks, U.S.	81,347	92,671	90,666	393,558	1,037,621	1,250,223

CANADIAN TRUCK	Week Ended Apr. 7, 1990	Week Ended Apr. 8, 1989	Week Ended Mar. 31, 1990	Mar. Total	Jan. 1 to Apr. 7, 1990	Jan. 1 to Apr. 8, 1989
Caravan	3,210	3,652	3,230	14,788	45,471	42,430
Caravan C/V	300	324	306	1,403	3,446	2,862
Ram Wagon	545	686	548	2,440	6,070	8,487
Ram Van	1,375	1,736	1,387	6,087	15,340	22,110
Total Dodge	5,430	6,398	5,471	24,718	70,327	75,889
Voyager	2,634	3,316	2,744	12,013	37,634	36,896
Total Plymouth	2,634	3,316	2,744	12,013	37,634	36,896
Wrangler	1,500	1,851	1,555	6,799	12,404	22,182
Total Jeep	1,500	1,851	1,555	6,799	12,404	22,182
CHRYSLER MOTORS	9,564	11,565	9,770	43,530	120,635	134,967
FORD MTR. (lt. trks.)	3,100	3,658	3,128	13,593	38,348	47,775
Light trucks	3,455	2,641	3,879	17,160	49,959	46,449
Vans	1,412	1,379	1,248	5,812	11,663	19,200
Total Chevrolet	4,867	4,020	5,127	22,972	61,622	65,649
Light trucks	1,425	1,581	1,088	6,263	19,004	19,341
Vans	538	605	478	2,455	4,830	9,277
Total GMC	1,963	2,186	1,566	23,834	19,552	28,618
GENERAL MOTORS	6,830	6,206	6,693	31,690	85,456	94,267
NAVISTAR	225	266	225	966	2,886	3,419
Total Trks., Canada	19,719	21,695	19,816	89,779	247,055	280,428
U.S., Canada Trks.	101,066	114,366	110,482	483,337	1,284,676	1,530,651

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.